

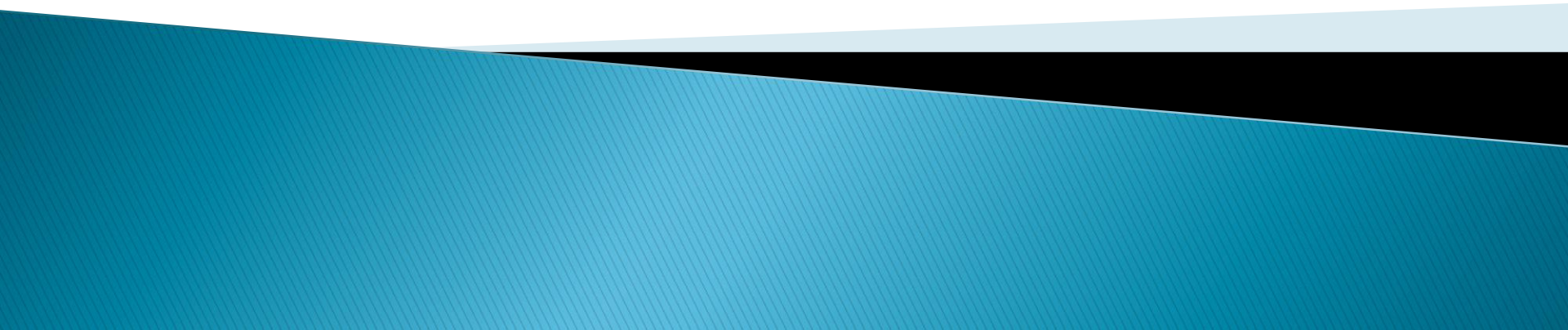
Sharing SOUL & CORE by Rain International

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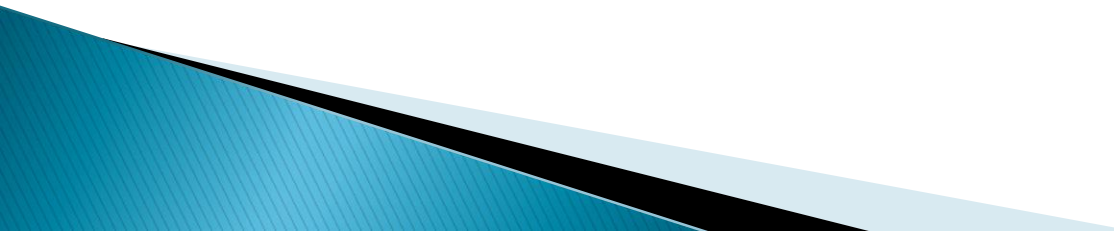
The State of Nutrition, 2015

If you can't afford prevention, how will you afford the cost of illness?

Most unhealthy habits come from what is EASY not what is CHEAPER

- Americans spend \$21 billion supplements this year
- The average cost of a supplement today is \$75/month
- OTC vitamin sales make up 8 % of grocery sales and that profit margin is 10 times that of food.
- 1 in 5 Americans household use herbal supplements

The State of American Health

- ▶ The average American spends \$90 a month on coffee
 - ▶ The average American family eats out or has fast food 2 times a week
 - ▶ The average serving of soda has 16 teaspoons of sugar and 3 out of 4 children have soda with a meal
 - ▶ The CDC reports that more people die from prescription drug mistakes than car accidents (2012)
 - ▶ The FDA only spot checks 1 in 65,000 supplements on the market
 - ▶ The average American has only 1 serving of fruit a day and 1 vegetable.
 - ▶ A farmer today has to go through more paperwork and fees to be “certified organic” than use any pesticide on the crops with known side effects.
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What is Soul and Core?

- ▶ Nutrition you can drink
- ▶ Gluten free, non GMO, and vegan products that enhance your health
- ▶ “Smoothie” in a packet
- ▶ Seed based nutrition
- ▶ Powerful antioxidants
- ▶ Considered a whole food supplement

Rain International:

“Our Story

It's a simple concept, and you're going to love it.

We've taken the natural goodness of Mother Nature and infused a seed's nutrient rich properties into unique products formulated to provide maximum health and healing.”

Sharing SOUL & CORE

SOUL

Black Cumin Seed
Black Raspberry Seed
Grape Chardonnay Seed
D-Ribose, trans-
Resveratrol

Proper Nutrition

CORE

Black Cumin, Milk
Thistle, Cranberry, Kale,
Chlorella, Spirulina,
Wheat Grass, Dandelion,
Aloe Vera, Chlorophyllin

Powerful phytonutrients

THE BENEFITS

SOUL SUPPORTS:

- Energy levels, performance, stamina
- Healthy immune system
- Brain function
- Mental Clarity
- Healthy weight management
- Recovery and healing
- Balanced hormones
- Healthy blood sugar levels
- Healthy skin condition
- Healthy blood pressure

Energy


CORE SUPPORTS:

- A balanced pH
- Elimination of free radicals
- Healthy enzyme levels
- Healthy thyroid function
- Healthy immune system
- Healthy liver/liver cells
- Healthy endocrine system
- Weight management
- Appropriate detoxification in body
- Healthy digestive system
- Cardiovascular health

Detox

A SOURCE for Health and Nutrition

The potency of seed based nutrition

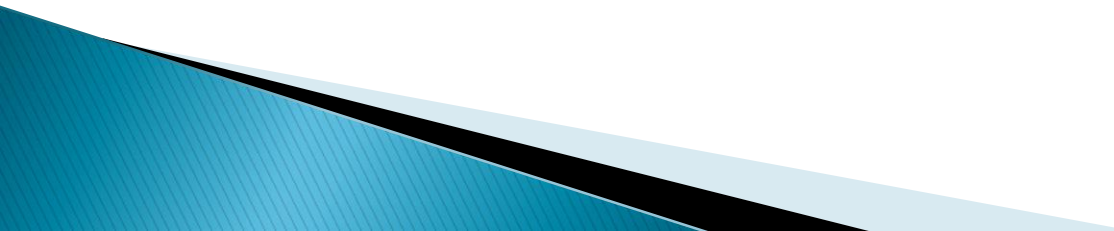
- ▶ Seeds are extremely nutrient-dense
 - ▶ Seeds contain efficient amounts of calories, fats, complex carbohydrates, protein, vitamins, minerals, and fiber.
 - ▶ Seeds are a source of essential minerals: magnesium, zinc, selenium. (Which are under consumed when you have a diet of processed food).
 - ▶ Seeds have been shown to protect against disease
 - ▶ Seeds contain phytochemicals, (bioactive compounds in plants) that help fight illness including: ellagic acid, flavonoids, phenolic compounds, luteolin, isoflavones, and tocotrienols.
- 

Science Made Simple

Why SOUL is making a difference for so many different people and conditions:

When the body takes in nutritional content that can be absorbed by the body, and used efficiently, the body KNOWS how to function.

Body chemistry (pH) can be balanced, and systems can begin to work the way they were meant to.



Why SOUL & CORE for Everyone's Health

Stress & Inflammation: The root of all illness and disease.


Did you know that 90% of all cancers are NOT genetic but stress/inflammation/environmental in origin?

Did you know that if you can eliminate stress and inflammation, the body can effectively transport all chemical messengers that tell the body to function properly? (hormones)

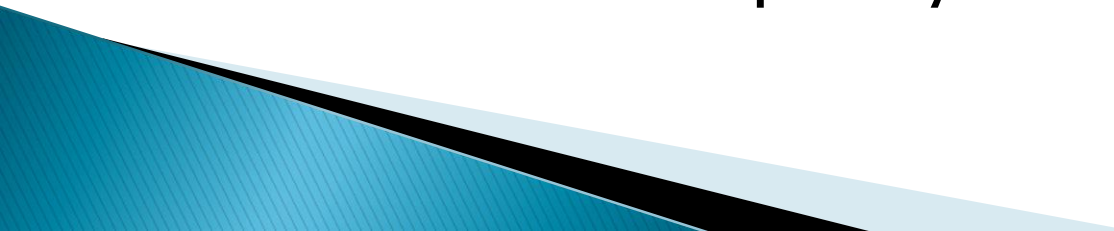
Preventative nutrition is also vital with today's environment and fast paced lifestyle!



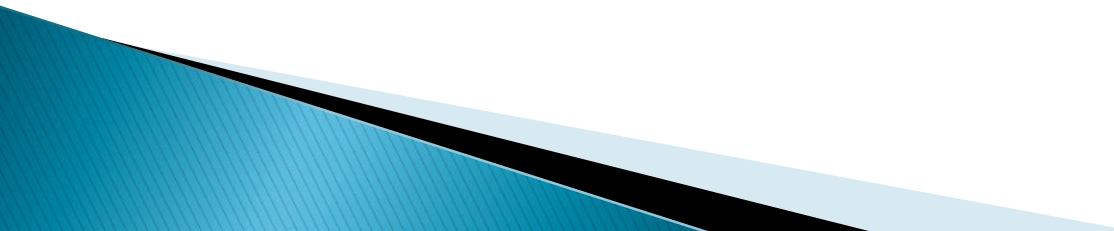
Conversation Starters

- ▶ When I don't want to be sore after a workout, I always make sure I take a SOUL before and after.
 - ▶ On days when I am on the go, and can't pack lunch, I always have a few packs of SOUL with me.
 - ▶ When I travel, I always carry SOUL to help my immune system.
 - ▶ My children start their day with SOUL so I know that they will be ready to learn in school..
 - ▶ When preparing for an all-nighter, my college student always takes 2 SOULS to help keep his energy up.
 - ▶ I have found that I am less hungry when I start my day with SOUL...it helps with my weight loss efforts!
 - ▶ I discovered that when I take SOUL, I am less moody!
 - ▶ I figured out on days that when my husband takes SOUL, he snores much less than he used to!
 - ▶ I figured out that if I take SOUL every day, my allergies are much more manageable and I don't have those headaches anymore!
- 

Power Statements

- ▶ What that means for you...
 - ▶ Imagine how you would feel if you had the opportunity to help others achieve health and wealth
 - ▶ Imagine what you can accomplish by sharing innovative products
 - ▶ Wouldn't you love to help support others in a health centered community?
 - ▶ Wouldn't you love to see how seed based nutrition can impact your life for the better?
- 

Rain Partner Tips

- ▶ Always have samples
 - ▶ Follow up with referrals
 - ▶ Follow up with customers
 - ▶ Plan and attend meetings
 - ▶ Let people know it is OK to ask questions...if you don't know the answers you know where to find them
 - ▶ Never prejudge
 - ▶ NO means NEXT
 - ▶ Invoke Curiosity!
- 

Knowing the lingo...

NSF Certification

- ▶ NSF International was founded in 1944 as the National Sanitation Foundation to help standardize sanitation and food safety at a time when the United States had no national sanitation standards. As NSF expanded services beyond sanitation and became a global public health and safety organization, we changed our name to NSF International in 1990.
- ▶ From the beginning, NSF set a course to create independent standards and product testing programs to help improve overall public health. To date, NSF has developed more than 80 public health standards and independent testing protocols. They address products ranging from home water treatment systems to kitchen and household appliances to dietary supplements to sustainable flooring and furnishings.
- ▶ Today, NSF International is a global organization offering services in more than 155 countries. Headquartered in Ann Arbor, Michigan, we remain committed to protecting and improving human health worldwide. We are a Pan American Health Organization/World Health Organization Collaborating Center on Food Safety, Water Quality and Indoor Environment.



What NSF means to your clients

- ▶ Product complies with strict standards
- ▶ Product complies with strict procedures from manufacturing
- ▶ Product undergoes material analysis to prove what the company says is in it actually IS.
- ▶ NSF is not a one time event, but involves regular on-site visits and re-testing
- ▶ Loss of NSF certification can result in product recalls, and de-certification.



Brunswick Labs and ORAC Value

Brunswick labs is a nutritional testing validation system
Helps consumers learn if there is truth to a company's
claims.

FEATURES:

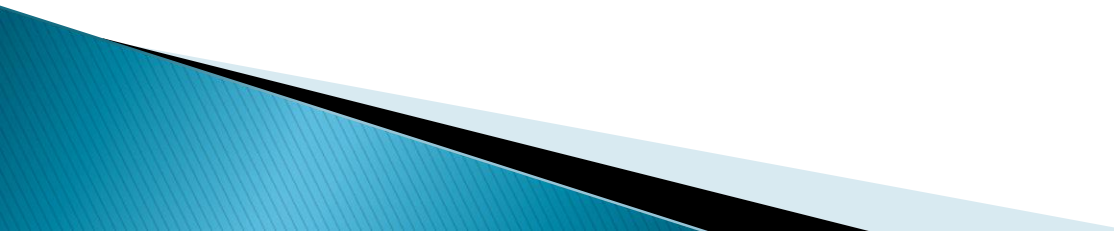
- ✓ High frequency enforcement, real time and up to monthly visits
- ✓ Social media reports
- ✓ Press releases on findings
- ✓ Strict testing protocols of products
- ✓ Minimum number of tests per year

science backed
marketing



LEARN MORE

What ORAC value means

- ▶ Oxygen radical absorbance capacity, which measures antioxidant capacities
 - ▶ Antioxidants block activity of free radicals, which cause damage to cells
 - ▶ Free radicals can be formed naturally in the body
 - ▶ Free radicals can be increased by environmental toxins, stress, poor nutrition
 - ▶ High ORAC value = healthier product
- 

ORAC VALUE OF SOUL

- ▶ Recommended daily ORAC intake: 3000–5000 units per day
- ▶ 1 pack of SOUL has 8990 units
- ▶ Average adult in the US currently eats less than 2000 per day.
- ▶ An apple has around 2500 units

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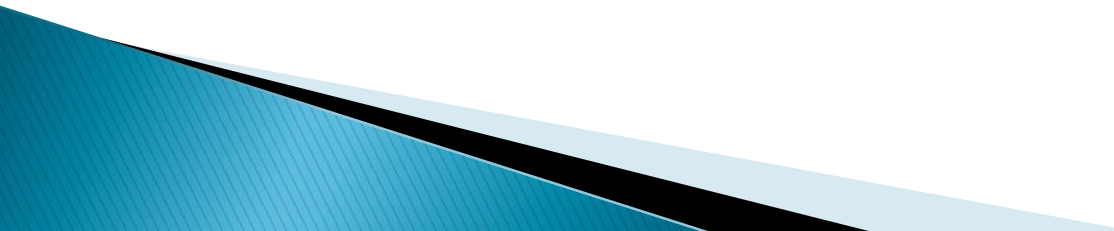


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Brunswick Lab Assay Testing

What is assay testing?

A sample representation of human cells is tested using specific measures (fluorescent probes) against a sample. The before and after is measured to determine the difference of the representative human cells and the significance of cell damage or repair during that exposure. The “wear and tear” on the probe is what is actually measured.



SOUL Cellular Assay Testing

- ▶ With this test, representative human cells were tested to determine the damage extent from oxygen free radicals
- ▶ (NOTE: with no antioxidant material present, the oxygen free radicals can permeate the cell membrane causing damage).

SOUL results on the representative human sample cells

- ✓ Significant reduction of free radicals
- ✓ Increased bioavailability of antioxidant compounds
- ✓ No cellular toxicity noted at the concentration levels tested.

ORAC 5: The five: peroxy radicals, hydroxyl, peroxynitrite, superoxide anion, singlet oxygen



Anti-Inflammatory Assay on Soul

- ▶ During this test, an inflammatory marker is introduced into the human representative sample (cytokine)
- ▶ The NFkB is measured (Nuclear Factor kappa B) which is a protein complex that indicates the level of inflammation in the body. The more of it there is, the more inflammation.

THE GOAL: To prevent inflammation, that impacts health in a negative manner, you want NFkB inhibited

- ▶ **SOUL resulted in a 33% reduction in the production of NFkB/cellular inflammation when the cytokine inflammation marker was introduced.**

SOUL Anti-Aging Assay

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SiRT1 was measured in this study

SiRT 1 is a protein that is found in the body, responsible for aging and longevity, as well as age-related diseases. SiRT 1 targets neurons, mediates damage, and protects the body during times of stress. SiRT 1 has also been linked to decreasing inflammation markers as well as oxidative stress.

(The older you get, the less your body produces)

- Dr. Johnson refers to this as the “skinny gene” as calorie restricting intermittently can increase production of SiRT 1
- Nature Medicine refers a lack of SiRt 1 as a tumor promoter

SOUL RESULTS: 62% INCREASE IN STIMULATION OF SiRT 1



CORE Assay Testing

Cellular Immune Response/Antioxidant Response/
Anti Inflammatory Response

- CORE has been demonstrated to provide 3X's the antioxidant protection of the most consumed fruits and vegetables
- 67% higher PAC's (proanthocyanidins) that have exceptional antioxidant characteristics
- ORAC score of 21,700
- CORE inhibits a key biomarker for immune response (up to 67 %)

DISCLAIMER

- ▶ These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
- ▶ Medical Disclaimer: Dr. Susan advises all people to discuss any current or past symptoms and supplements that you wish to take with your medical doctor before starting any new supplements to make sure it's safe for you. This information presented is for educational purposes only. This is not medical advice as you must have a full history and exam by your doctor/medical practitioner for any health or medical advice, nor should this information be taken as such. The information presented here is provided for informational and educational purposes only. This information is not intended as a substitute for the advice provided by your medical doctor/physician or other healthcare professional.
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